

REP HEADLINE# 6306182 TRF# 330291 REP: TEL# 703 528 7800 FAX# 703 528 7880  
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP6/12 16.01  
 \*\*\*CHANGES\*\*\* \*\* WFTV-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/AMER. CROSSROADS REP. # \_\_\_\_\_ OFF. # 6556 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 SALES PRSN WA- JOE KNAUER

ORDER # \_\_\_\_\_ CONTRACT # 6306182 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP6/12 16.01

REP: TO LENA  
 FR JULIE  
 OK'D M1  
 TTLS RTS  
 PLS CFM, THX 9/6

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 953  
 AGENCY PRODUCT CODE = 27

4	S		330P-700P	30		\$5,000.00	10/6	10/6	0		SAT	0
PROGRAM : MLB 10\6												
CON COM1: MLB 10\6												

12	A		330P-700P	30		\$5,000.00	10/6	10/6	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
ORD COM1: PROGRAM AIRING IN THIS TIME PERIOD IS COLLEGE FOOTBALL, NOT MLB.												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-4 FOR 1 SPOT/WK												

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STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#4	MISSED: SAT/330P-700P				OCT6		30S	\$5,000.00	(SEP6/12)	
			OFFER: SAT/330P-700P				OCT6		30S	\$5,000.00	PLS ADVISE.	
			CMT: PROGRAM AIRING IN THIS TIME PERIOD IS COLLEGE FOOTBALL, NOT MLB.									
OCT/12			42800.00									

CONTRACT TOTAL 42800.00  
 TOTAL SPOTS 11

MARKET TOTALS \$172,350 WFTV 25% WKMG 51% WESH 17% WOFL 2% WKCF 0% WRBW 0% CABL 0%  
 WOPX 0% WRDQ 5% EFTV 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE